

# Advisory Committee

March 19, 2013



## VIENNA COMMUNITY CENTER

Vienna, Virginia



# GOALS/OBJECTIVES

Lynn Reda, Hughes Group Architects

## *“Creating Community through People, Parks, and Programs”*



- Maintain the role of the Community Center as the “Heart and Soul” of the Town of Vienna
- Create a facility that offers both Community use and Recreation including Fitness and Aquatics
- Encourage citizen participation throughout the design process
- Develop a phasing plan that offers highest and best use at each stage of completion; accommodate progressive funding of elements over time
- Create a warm, welcoming, dynamic atmosphere with access for all abilities and interest groups
- Include environmental sustainability as a vivid part of the design

# NEEDS & PROGRAM

Craig Levin, Sam Jung, Brailsford & Dunlavey

## Project Scope

- Review Document and Data
- **Project Visioning**
- Community Meetings
- Public Survey
- Competitive Context Analysis
- Outline Programming
- Financial Modeling





# NEEDS & PROGRAM

Craig Levin, Sam Jung, Brailsford & Dunlavey

## STRATEGIC DRIVERS

Understand the overriding strategic objectives for developing the Project, define project outcomes and a series of decisions that face the Town regarding the opening and operating of the new facility.

# NEEDS & PROGRAM

Craig Levin, Sam Jung, Brailsford & Dunlavey

## Strategic Drivers: Priority Order of Space Needs

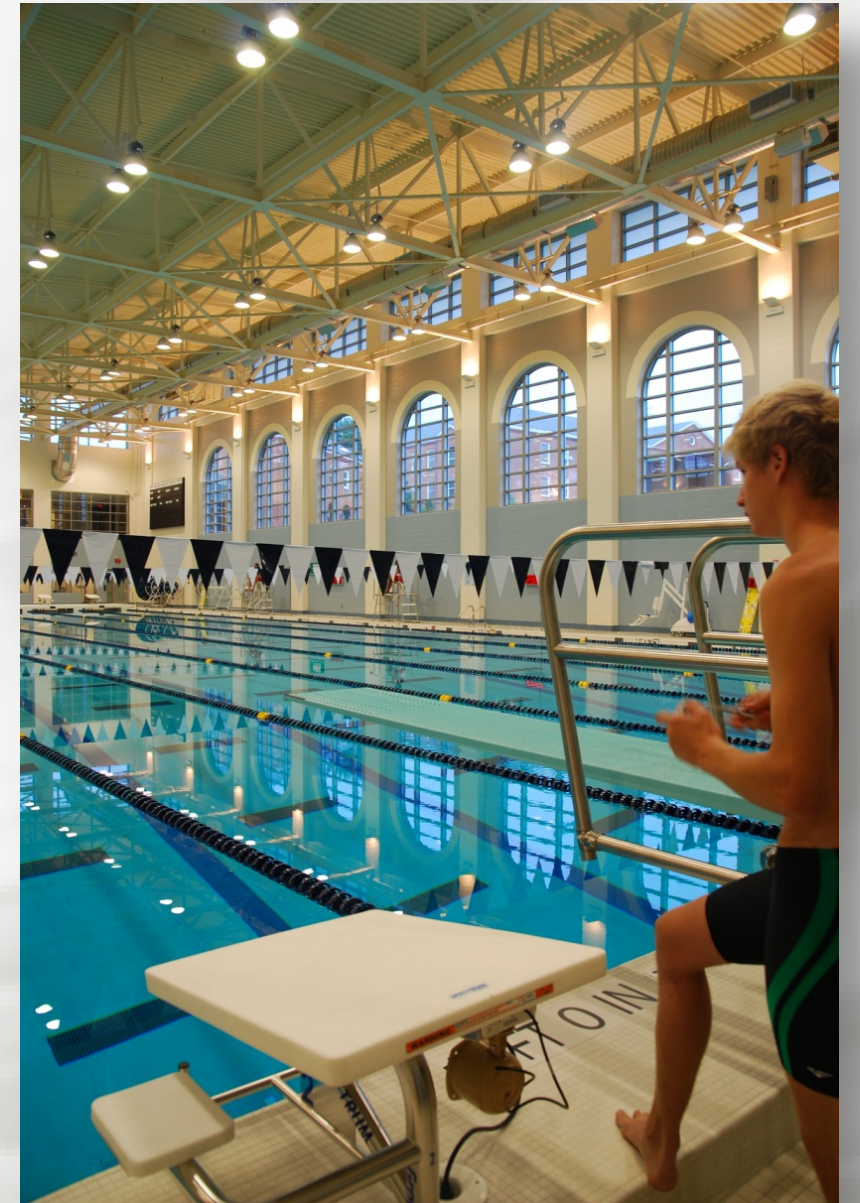
- Aquatics (competition, leisure, therapy)
- Community Spaces (classrooms, multipurpose spaces)
- Fitness/Recreation (weights, cardio equipment)
- Gymnasium
- Other (theatre, teen center)

# NEEDS & PROGRAM

Craig Levin, Sam Jung, Brailsford & Dunlavey

## Strategic Drivers: Target Markets

- Youth
- Adults
- Seniors
- Resident vs. Non-Resident



# NEEDS & PROGRAM

Craig Levin, Sam Jung, Brailsford & Dunlavey

## **Strategic Drivers: Operating Paradigm & Financial Performance**

- Operating Paradigm
  - Market-responsive
- Financial Performance
  - Cost-recovery model
  - Membership rate and structure
- Partnerships



# OPPORTUNITIES & CONSTRAINTS: CONTEXT

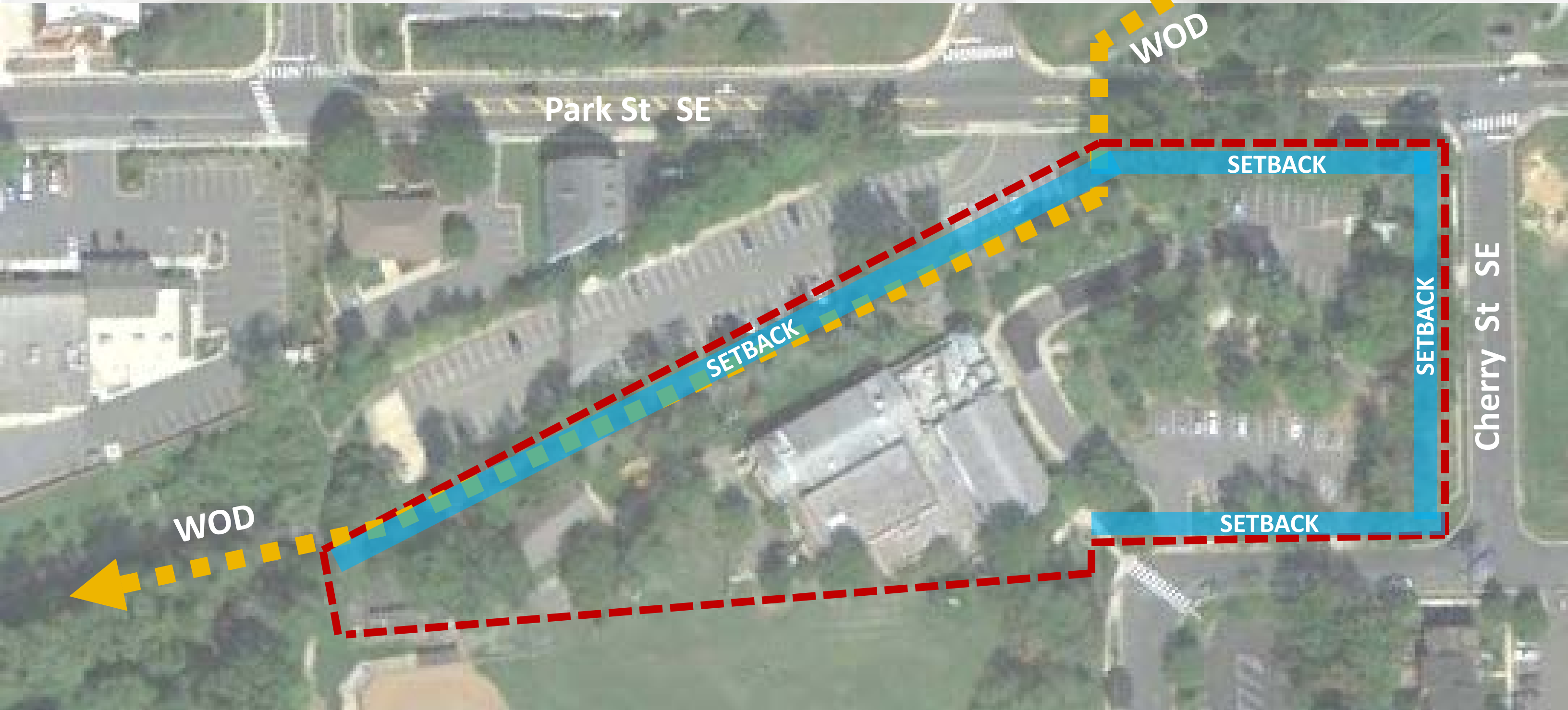
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Eric Mongelli, Toole Design Group





# OPPORTUNITIES & CONSTRAINTS: SITE

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# OPPORTUNITIES & CONSTRAINTS: SITE CAPACITY

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Eric Mongelli, Toole Design Group



Park St SE

Cherry St SE

Buildable Area  
w/ a Max. Bldg.  
Height of 35 ft



# OPPORTUNITIES & CONSTRAINTS: TRANSPORTATION

Eliel Alfon, Hughes Group Architects

Eric Mongelli, Toole Design Group

## Transportation Opportunities

- Site is centrally located in Vienna
- Adjacent land uses (proximity to residents/school/users)
- Adequate adjacent transportation network
- Connection to the W&OD Trail
- Shared trailhead parking and school parking

## Transportation Constraints

- Access to site crossing relatively busy streets
- Pedestrian interaction with through trail movements
- Limited transit access
- Limited space on site available for additional parking and circulation



# OPPORTUNITIES & CONSTRAINTS: PARKING

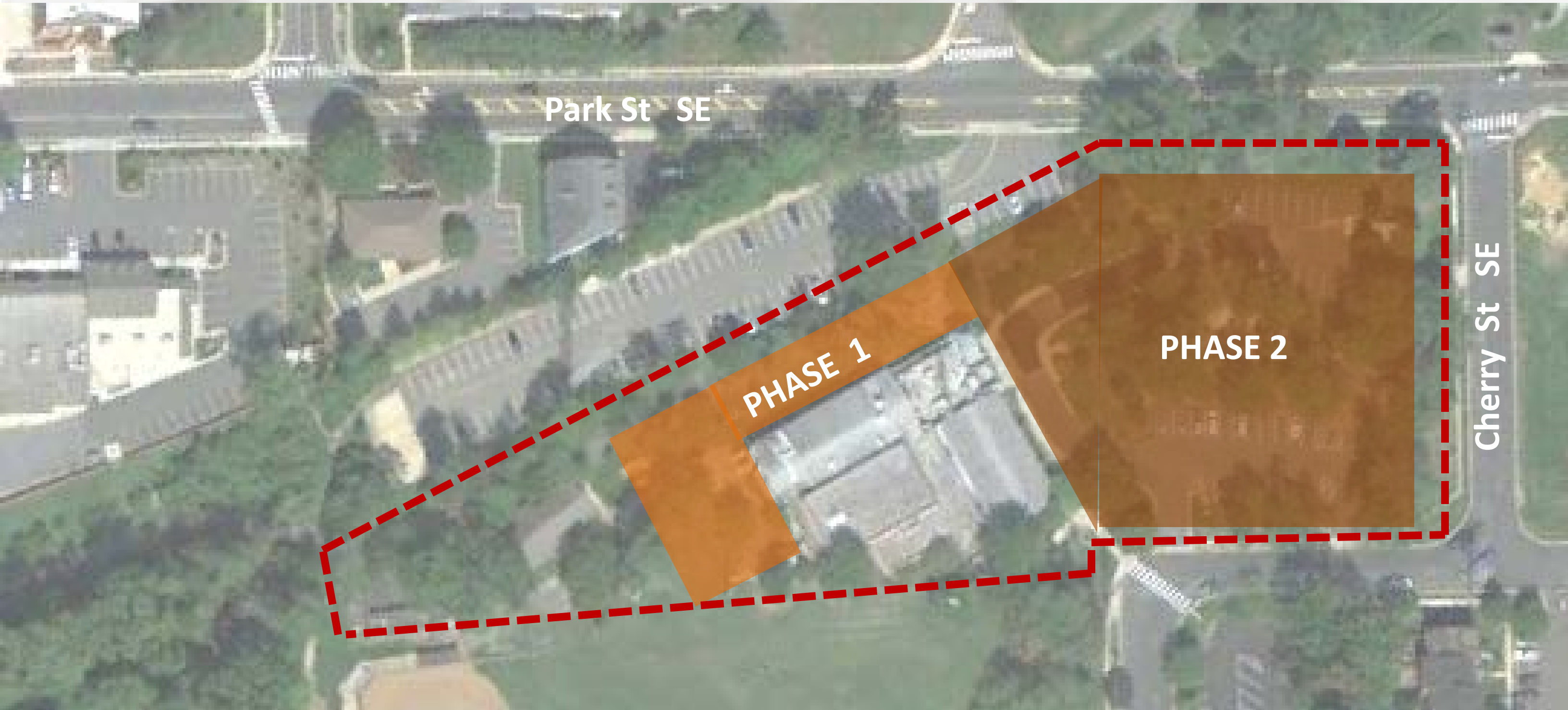
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# OPPORTUNITIES & CONSTRAINTS: PROJECT PHASING

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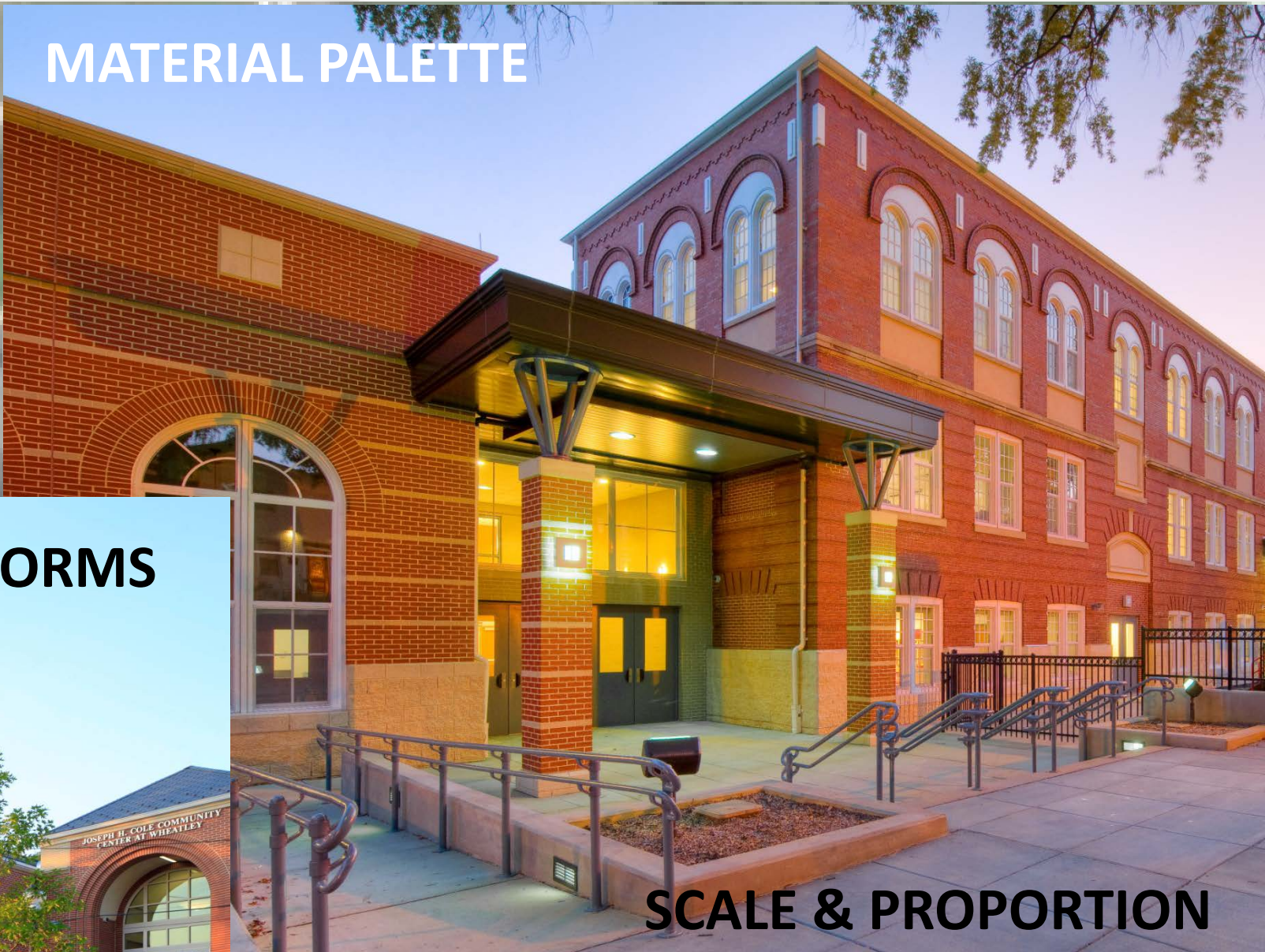
# OPPORTUNITIES & CONSTRAINTS: CONTEXTUAL ARCHITECTURE

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Eric Mongelli, Toole Design Group

CIVIC IMAGE



MATERIAL PALETTE



VILLAGE OF FORMS



SCALE & PROPORTION





# NEXT STEPS

